**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**FACULTY OF AGRICULTURAL SCIENCES**

**SECOND SEMESTER EXAMINATION**

**JANUARY/FEBRUARY, 2018**

**COURSE TITLE: Sales and Marketing**

**COURSE CODE: HCM 305**

**COURSE UNITS:** 2 credit units

**TIME ALLOWED:** 2hrs

**INSTRUCTIONS:** Answer question onecompulsory and any other three.

**Question 1 (*25marks)***

1. Identify with brief explanation the four stages that sales and marketing has evolved through over year.
2. The classical economist, Adam Smith proffers that “production is useless unless consumption takes place”. In view of this state at five 5 relevance of marking in business.
3. State at least five (5) methods in handling customers complaints

**Question 2 *(15 marks)***

1. Who is a travel agent? Discuss.
2. State at least five (5) functions and roles of travel agencies in tourism marketing.

**Question 3**  ***(15 marks)***

1. State at least eight (8) steps involved when a travel agent is organizing individual or ordinary trips.
2. Identify factors that a tour operator will consider before selecting a potential destination.

**Question 4**  ***(15 marks)***

1. What is the marketing tourism Mix? Discuss briefly.
2. State at least five (5) various variables that influence marketing organization.
3. Identify the relevance of the marketing mix.

**Question 5**  ***(15 marks)***

In the concept of customer relations state the following.

1. Why the need for good customer relations.
2. Methods of setting Customers.
3. Attribute of an efficient marketing.

**Question 6**  ***(15 marks)***

1. Identify and list at least five (5)sources of information for tourism market segmentation.
2. Define the terms “Distribution Cost Analysis”
3. List at least eight (8) importation of Distribution Cost Analysis